



AMCHP 2022 SPONSORSHIP GUIDE

Who is AMCHP: The Association of Maternal & Child Health Programs is a national resource, partner and advocate for state public health leaders and others working to improve the health of women, children, youth and families, including those with special health care needs.

AMCHP's members come from the highest levels of state government and include directors of maternal and child health programs, directors of programs for children with special health care needs and other public health leaders who work with and support state maternal and child health programs. Our members directly serve all women and children nationwide, and strive to improve the health of all women, infants, children and adolescents, including those with special health care needs, by administering critical public health education and screening services, and coordinating preventive, primary and specialty care. Our membership also includes academic, advocacy and community-based family health professionals, as well as families themselves.

AMCHP builds successful programs by disseminating best practices; advocating on our members' behalf in Washington; providing technical assistance; convening leaders to share experiences and ideas; and advising states about involving partners to reach our common goal of healthy children, healthy families and healthy communities.

This year's conference theme - Reflecting on our Past, Shaping our Future: Maternal and child health leaders are ready to act to address the most pressing crises and social issues of our time. In order to shape a better future for MCH populations, we must first acknowledge how we arrived here, learn how to articulate our "why," and then commit to action.

Who Attends AMCHP: More than **1,300** people attended the AMCHP 2021 Annual Conference from nearly every state/territory/jurisdiction in the United States. Your participation offers direct connections with health officials responsible for programs in the fields of:

- Infant mortality reduction
- Women's health
- Reproductive health
- Adolescent health
- Children and youth with special health care needs
- Early childhood services
- Birth defects/genetics
- Surveillance
- Global Health
- A range of other programs that serve women, children and families

Conference Benefits

AMCHP's 2022 Annual Conference provides state public health leaders and others with an opportunity to come together in an engaging, accessible, and inclusive platform. As an exhibitor you will see for yourself that now, more than ever, state public health leaders and directors of maternal and child health programs of all types need to know how your company/organization's solutions will help them excel and thrive in a changing and challenging public health environment. The AMCHP 2022 Annual Conference is uniquely positioned to provide you with the most effective interactive environment where you will connect with the country's highest levels of leaders caring for the needs of women, children, youth and families. We are excited to offer a virtual exhibit space!

What are the advantages of a virtual exhibit hall?

Reach beyond the walls of a physical exhibit hall to engage with current and potential new customers who are not confined by time or location!

As a virtual exhibitor your company will have the opportunity to:

- Meet new people and renew relationships with existing customers
- Educate potential buyers with demonstration videos, and downloads of your sales collateral.
- Participate in gamification contests to incentivize attendees to visit your booth.
- Be visible on the AMCHP 2022 Virtual Conference platform website long after the last day of the conference.

Virtual Booth Pricing

Commercial: \$725

Non-profit: \$675

Your Virtual exhibit space will include:

- (2) virtual conference access passes
- Contact information for up to four booth personnel so attendees can reach out to you directly (no video/text chatting; this does **not** register the booth staff for the conference.)
- Company contact information and description
- Company logo and banner ad
- Ability to upload handouts and watch a video about your product or service.
- Opportunity to offer giveaways
- Analytics on attendees who took an action while they visited your booth so you may follow up with them!
- One-time use of pre-conference attendee list (distributed approximately two weeks prior to the conference. Includes mailing addresses only)
- One-time use of post-conference attendee list (distributed approximately two weeks prior to the conference. Includes mailing addresses only)

Traffic-Generating Features

AMCHP has built into the virtual conference opportunities and reason for attendees to visit your virtual exhibit booth!

- Your virtual exhibit hall is available 24/7 for attendees to view and interact with!
- Opportunity to play games and win prizes.
- Networking opportunities for exhibitors to meet and chat with attendees!

Reservation Procedure

AMCHP makes it easy to purchase your virtual booth.

Reserve your virtual booth [here](#).

In the Exhibitor Resource Center, click on **Purchase Virtual Booth** and follow the step-by-step directions for booking your exhibit space.

Log In

Purchase AMCHP 2022 Virtual Booth

Existing AMCHP 2022 Virtual Exhibitor

Email Address

ACCESS KEY

Lost your Access Key? or Need help?

Purchase Virtual Booth

Login

Questions? Exhibitor Service Center Manager: Alison Bashian - AMCHPexhibits@conferencemanagers.com / (703) 964-1240 x280

All contracts must be accompanied by full payment. Exhibit space will not be confirmed until payment is received. All fees must be paid in full before the exhibiting organization will be permitted to occupy exhibit space. Please make checks payable to AMCHP and include the name of your organization along with reference to “2022 AMCHP Conference Exhibit/Sponsor” in the memo section.

Exhibit Hall Dates and Times – Attendees will be able to visit your virtual exhibit booth for the duration of the conference. There are no “manned” exhibit hall hours, so no staffing is needed.

SPONSORSHIP LEVELS

All Sponsors receive:

- Logo on Virtual Platform Home Page
- Sponsor ribbon on virtual exhibit booth
- Recognition on general session slides
- Additional full conference registrations determined by sponsorship level
- One-time use of pre-conference attendee list (mailing addresses only)
- One-time use of post-conference attendee list (mailing addresses only)
- Banner ad acknowledging your sponsorship of event
- Opportunity to host an exhibitor session

Gold - \$7,500 - \$9,999

- One virtual exhibit booth
- Three additional full conference registrations
- Banner ad visible during sponsored session/event
- Recognition during opening session
- One sponsored e-blast
- One digital tote bag insert

Silver - \$5,500 - \$7,499

- One virtual exhibit booth
- Two additional full conference registrations
- Banner ad visible during sponsored session/event
- Recognition during opening session
- One digital tote bag insert

Bronze - \$3,500 - \$5,499

- One virtual exhibit booth
- One additional full conference registration
- Banner ad visible during sponsored session/event

SPONSORSHIP OPPORTUNITIES

General Session Sponsor: \$7,500

Quantity: 3 GOLD LEVEL

As the sponsor of one of the General Sessions your company's representative will be live (or pre-recorded if you cannot attend in person) to introduce the speaker(s) as well as give a 2–3-minute talk about your company's services. Your logo will appear on the conference website promoting the session. Sponsor may also provide a 60-second or less promotional video to play during that day's walk-in video.

NEW! Navigation Ad: \$7,000

EXCLUSIVE: GOLD LEVEL

Place a custom ad on the navigation bar of the virtual platform. This ad will follow attendees as they navigate their way around the meeting platform. This branded ad can link to your exhibit booth or a webpage of your choosing. Everyone will continually see your branded ad.

Breakout Session Sponsor: \$5,500

Quantity: 5 SILVER LEVEL

Sponsors will get to select one of the breakout sessions. Sponsor's logo will appear on event website and in the online program listing. Sponsors can provide digital handouts to be distributed in the event website for selected session. Each session will be facilitated by an AMCHP staff member and sponsors are invited to partner with staff to help facilitate.

Registration Confirmation Sponsor: \$5,500

Quantity: 1 SILVER LEVEL

Exclusive sponsorship of the attendee Registration Confirmation will place your logo directly in the attendee hands. One of the most referenced conference publications is the registration confirmation and they will not miss your logo! The 2021 confirmation was sent to 1,300 attendees!

NEW! Daily Digital E-Newsletter: \$4,500 each

QUANTITY: 2 BRONZE LEVEL

Reach meeting attendees each morning with the AMCHP *Convention Daily*, the only publication that provides up-to-the minute news, information, and schedules. Your logo appears in the e-newsletter masthead and your banner ad plus company description appears at the foot of the e-newsletter!

Exhibitor Presented Session: \$3,500

QUANTITY: 6 BRONZE LEVEL

Host your own educational session either live or pre-recorded on the conference platform. You will receive a 60-minute session slot. Sessions should not be a sales pitch but a helpful discussion of your programs or services solutions to a public health issue involving participation by your clients. Session descriptions are listed in the online program. To help market this session, you will also receive:

- A description of your session on the conference website.

NOTE: Session sponsor agrees to provide title, description, and list of presenters to the volunteer planning committee for review and approval. Must feature a presenter working in the field of public health and representing a local, state, federal, or academic perspective

Exhibitor Led Focus Group: \$3,500

QUANTITY: 3 BRONZE LEVEL

Host your own focus group on the conference platform. You will receive a 60-minute slot. Focus groups cannot conflict with scheduled conference events. AMCHP will provide sponsors with a registration list, of those who opted to share information, so you may market to attendees. Use this time to speak with your target audience and hear what they have to say about the current healthcare issues.

Poster Showcase: \$3,500

QUANTITY: 2 BRONZE LEVEL

The poster showcase will be available for viewing on the digital platform. Your organization will be recognized with your logo placed on the online poster pages. Email eblasts, with your logo, will be sent to remind members about the gallery. Sponsor logo and link will be displayed when the poster website is opened. The post-conference availability of the virtual poster platform ensures wide-reaching and extended brand exposure.

NEW! Featured Video: \$3,500 each

QUANTITY: 2 BRONZE LEVEL

Engage attendees immediately with your video on the main page of AMCHP Virtual Conference website! This is a great opportunity to draw attendees' attention to your brand!

NEW! Tile Ads: \$2,500 each

QUANTITY: 2 CONTRIBUTING LEVEL

Place a custom ad on the homepage of the platform. This tile ad is placed among the tiles that direct attendees to sessions. It will be seen by every attendee that navigates their way through the conference. This branded ad can link to your exhibit booth or a webpage of your choosing.

NEW! Rotating Banner Ads: \$2,000 each

QUANTITY: 3 CONTRIBUTING LEVEL

Place a custom ad on the right-hand column of the virtual platform. This ad will rotate on the platform and be seen by all attendees as they navigate to sessions and the virtual exhibit hall. This branded ad can link to your virtual exhibit booth or a webpage of your choosing.

Sponsored E-Blast: \$1,200

QUANTITY: 6 CONTRIBUTING LEVEL

Sponsor to provide graphics and text. E-blast sent from AMCHP's communications to all registered attendees.

Digital Tote Bag Insert: \$500

QUANTITY: MULTIPLE CONTRIBUTING LEVEL

Skip the shipping costs this year and provide attendees with a digital insert they can keep with them long after the event.

Sponsorship Application

Company as to be shown in official listing:

Address: _____

City/State/Zip/Country: _____

Main point of contact: _____

Telephone (include any extension): _____

Email: _____

Required:

All contracts must be accompanied by full payment. All fees paid are non-refundable.

Authorized Signature: _____

Date _____

Sponsorship

General Session: \$7,500

NEW! Navigation Ad: \$7,000

NEW! Virtual Step Fitness Challenge: \$6,000

Breakout Session: \$5,500

Wellness Moments: \$5,500

Registration Confirmation: \$5,500

NEW! Daily Digital E-Newsletter: \$4,500 each

Exhibitor Sponsored Session: \$3,500

Exhibitor Led Focus Group: \$3,500

Poster Showcase: \$3,500

NEW! Featured Video: \$3,500 each

NEW! Tile Ads: \$2,500 each

NEW! Rotating Banner Ads: \$2,000 each

Sponsored Eblast: \$1,200

Digital Tote Bag Insert: \$500

Grand total: \$ _____

All payments must be made in US funds, drawn on US banks, payable to AMCHP

Check Enclosed: \$ _____

Mail signed contract and check payment:

AMCHP 2022 Exhibit/Sponsorship
5500 Cherokee Ave., Suite 550
Alexandria, VA 22312